

Rep Order#	6853285	Ver#	1	Status	New	Traffic Order#	09/17/2012 4:44 PM	Printed:	1 of 4
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Last Received: 09/17/2012 4:37 PM

Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() WATERFRONT STRATEGIES	Rep Firm	
Advertiser	() .SEIU		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	S.E.I.U.		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY
Estimate#	1432		Agency C/P1/P2/E		
Buyer	DAN NAGELBERG		79/86/1432	Salesperson Phone#	215-567-6005
Phone#			Flight Dates	Salesperson FAX#	215-567-5938
Fax#			Hiatus Weeks		

-- CONTRACT COMMENT --

CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$26,125
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA
.
**REPLACES HMP HI# 6847481

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	7A-9A	----- Buyline Comment: TODAY SHOW	:30	\$2,000.00	09/18-09/21	1	1	1	\$2,000.00	
	2	SA	6A-7A	----- Buyline Comment: SATURDAY EARLY AM NEWS	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	3	SA	7A-8A	----- Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	4	SU	6A-7A	----- Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
	5	SU	7A-8A	----- Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	6	TU-F	10A-11A	----- Buyline Comment: TODAY SHOW 3	:30	\$400.00	09/18-09/21	1	1	1	\$400.00	
	7	TU-F	5P-530P	----- Buyline Comment: 5PM NEWS	:30	\$1,800.00	09/18-09/21	1	1	1	\$1,800.00	

EC'd Yes Last Received: 09/17/2012 4:37 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm () PHILADELPHIA
Advertiser () SEIU 3050 K ST NW Sales Office ()
Product S.E.I.U. WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	19	M	11P-1135P	LATE NEWS	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	20	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/18-09/21	1	1	1	\$350.00	
			Buyline Comment: DAYS OF OUR LIVES									
	21	TU-F	2P-3P	THE DOCTORS	:30	\$200.00	09/18-09/21	1	1	1	\$200.00	
			Buyline Comment: THE DOCTORS									
	22	SU	1A-2A	BROTHERS & SISTERS	:30	\$75.00	09/23-09/23	1	1	1	\$75.00	
			Buyline Comment: BROTHERS & SISTERS									

---REPORT TOTALS---
Report Totals: 22 / \$26,125.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$26,125.00
Sales Totals: 22 / \$26,125.00
Station Totals: 22 / \$26,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,569	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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-- CREDIT RISK --
CASH IN ADVANCE